

### Abstract of the Disclosure

In some embodiments, the invention involves receiving remotely originating data (ROD) and creating a customized identification (CID) which is at least partially created through encrypting the ROD as a function of a platform key (PK) and a random number (RN) of a computer system receiving the ROD. Further, content is received which includes at least one watermark in which at least part of the CID is embedded. Authentication comparison data (ACD) is created which is at least partially created through decrypting data embedded in the watermark. In some embodiments, content includes first and second data sets, wherein the first data set is used to create a watermark key (WK) and the second data set is extracted utilizing the WK and the ACD includes at least part of the second data set.

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